

# Firewood Month - October 2022

## Project and Messaging Outline



*This document is designed to help outreach professionals, stakeholders, and other members of the larger forest health community understand the intent of Firewood Month. It includes the goal, partner information, weekly themes, sample social media messages, and graphics to allow for convenient participation.*

Index	Page
Introduction .....	2
- Goal	
- Leadership and Contacts	
- Action Kit Audience and Partners	
- Schedule	
2022 Resources and Changes of Note.....	3
- New resources and outreach material	
- New research on effective firewood outreach and trusted messengers	
- <i>Lymantria dispar</i> common name change to spongy moth	
- New infestations	
- Regulatory Updates	
- Note on federal emerald ash borer quarantine deregulation (2021)	
- Recent trends in recreation	
Regionally Specific Firewood Messaging .....	5
- Certified heat-treated firewood availability is regional	
- Definitions of local firewood vary	
- Recommendations on when and where to mention gathering firewood	
- Firewood Scout and finding firewood vendors	
- Suggested wording on where firewood comes from	
- Canada specific messages and dates	
Weekly Themes.....	6
<ul style="list-style-type: none"> <li> <b>Week 1 (Oct 1 – 8, 2022):</b> General information, disseminating ideas, promoting press releases describing the issues of firewood and the spread of forest pests.</li> <li><b>Week 2 (Oct 9 – 15, 2022):</b> General information, or target to fall recreationalists- especially the demographics of hunters, anglers, and RV owners. In 2022, this week is also <a href="#">Fire Prevention Week</a> (October 9-15, 2022), so cross-promoting with general fire safety tips may be desirable.</li> <li> <b>Week 3 (Oct 16 – 22, 2022):</b> General information, or focus on firewood's important role as a forest product during <a href="#">National Forest Products Week</a> in the USA.</li> <li> <b>Week 4 (Oct 23 – 31, 2022):</b> General information, or messages targeted to people that buy or gather firewood to heat their homes or cabins.</li> </ul>	
Sample Image Bank .....	10+

## Introduction

---

### Goals

Firewood Month's primary goal is to increase understanding and adoption of better firewood using habits, regarding firewood movement as a forest pest and disease pathway. The messages strive to nudge people in the direction of accepted best practices for firewood buying and/or gathering, which will depend on their locality and situation. We established theme weeks to organize best practices based on situations and audiences, though we invite partners to tailor the messages to your needs and audiences.

### Leadership and Contacts

USDA's Hungry Pests campaign and The Nature Conservancy's Don't Move Firewood campaign jointly manage firewood month. The Nature Conservancy's Forest Health Program Director is Leigh Greenwood ([lgreenwood@tnc.org](mailto:lgreenwood@tnc.org)). The two major partner campaign contacts are Hungry Pests Campaign Manager Cecilia Sequeira ([K.Cecilia.Sequeira@usda.gov](mailto:K.Cecilia.Sequeira@usda.gov)) and acting PlayCleanGo Manager Christie Trifone Millhouse ([director@naisma.org](mailto:director@naisma.org)).

### Action Kit Audience and Partners

Our partners include outreach professionals, stakeholders, and other members of the larger plant protection community, such as State Departments of Agriculture, Regional Integrated Pest Management (IPM) Centers, Agriculture Extension Offices, nonprofit organizations, and any other entity that wants to share this educational messaging on their outreach channels.

### Schedule

Each week in October has a theme. These themes allow partners to strategize when to "chime in" according to their preferences, audiences, and professional time constraints. There is no minimum requirement to participate, and it is not a problem if a given partner wishes to ignore the theme schedule due to their state or regions' needs.



## 2022 Resources and Changes of Note

---

### **New resources and outreach material**

In 2022, the Don't Move Firewood (DMF) team published a comprehensive research and synthesis report of firewood regulations, certification, and outreach statuses, with the goal to provide simple and accurate professional comparative summaries for each topic area across all US states and territories. Find the [Firewood Regulation, Certification, and Recommendation Report here](#). Looking for outreach tips and strategies? Check out some recent research out of Clemson University and in collaboration with TNC [on strategies identified for successful outreach to reduce the spread of forest pests on firewood](#). Finally, as always, the DMF Resource Library has many outreach materials available for free download at [www.dontmovefirewood.org/resource-library](http://www.dontmovefirewood.org/resource-library); sample images of Firewood Month social media images can be found on the social media image library page: [https://www.dontmovefirewood.org/resource-library/?sft\\_item\\_type=firewood-month](https://www.dontmovefirewood.org/resource-library/?sft_item_type=firewood-month).

### **New research on effective firewood outreach and trusted messengers**

Out of the several useful findings from Clemson researchers' recent publication, "*Achieving effective outreach for invasive species: firewood case studies from 2005-2016*," the team at Don't Move Firewood would like to highlight results related to "trusted messengers." Forest health professionals from state forestry agencies stand the best chance of raising awareness on forest pests and the firewood pathway; this analysis clearly shows the firewood using public will listen best to them. Positive and action-oriented wording that promotes best practices was also preferred among participants in the surveys. As such, outreach campaigns that strive to partner with state forestry agencies, and include direct "how you can help" type wording, stand the best chance of enhancing forest health education and influencing public behavior. Click [here for the press release on this research and to access the publication](#).

### ***Lymantria dispar* common name change to "spongy moth"**

The Entomological Society of America's (ESA) decision to change the common name of *Lymantria dispar* to "spongy moth" in March of 2022 was a needed improvement for a species of high relevance to the firewood pathway. Use of the prior name (gypsy moth) is currently being phased out as it associates an insect with a hurtful slur. DMF will phase out all remaining transitional use of the old name in public facing materials by March 2023. To learn more, visit the [ESA Spongy Moth Transition Toolkit](#).

### **New Infestations**

- [Oregon Department of Agriculture announced](#) in July 2022 that a population of emerald ash borer has been detected in Forest Grove near Portland.
- Spotted lanternfly (SLF) continues to spread and several new infestations have been detected in 2022 including in new states such as [North Carolina](#), [Michigan](#), and [Rhode Island](#).
- The Florida Department of Agriculture and Consumer Services confirmed the detection of Giant African snail in [Pasco County, Florida](#) in June 2022.

### **Regulatory Updates**

In 2022, some states enacted new, modified existing, or rescinded firewood related regulations that affect firewood as a regulated article. The area regulated for Asian longhorned beetle (ALB) in Ohio was changed in April 2022 when [USDA APHIS announced that a portion of East Fork State Park in Clermont County was removed from the quarantine area](#). There are 49 square miles still under quarantine for ALB in Ohio. Several states have rescinded (or are actively in the process of rescinding) their quarantines on walnut twig beetle; these include Tennessee, Pennsylvania, Missouri, Indiana, Wisconsin, Illinois, and Michigan. Spotted lanternfly (SLF) continues to spread and states with known infestations are expanding their internal quarantines to keep up (e.g., PA added 11 counties to the SLF quarantine in 2022). Florida implemented a new quarantine on giant African snail in Pasco County in June 2022 after rescinding the

quarantine in Miami-Dade county after successful eradication in the latter. Federal and/or state regulations continue to limit firewood movement to prevent the spread of *Lymantria dispar*, imported fire ant, Asian longhorned beetle, and a variety of other regional pests of concern. The mid-Atlantic states' various quarantines on spotted lanternfly are also critically important in regards to firewood movement. State and provincial summaries are regularly updated ([www.dontmovefirewood.org/map](http://www.dontmovefirewood.org/map)) to reflect current regulations and recommendations.

### **Note on federal emerald ash borer quarantine deregulation (2021)**

The federal domestic emerald ash borer (EAB) quarantine regulations were removed effective January 14, 2021. While this federal deregulation of EAB changed various aspects of the regulatory environment around the movement of firewood, it did not directly remove any state-held regulations on EAB. States responded in one of three ways to the federal deregulation: 1) some states implemented new state-based regulations of EAB, 2) some rescinded their previously held state-based regulations of EAB in conjunction with the federal deregulation, and 3) some states made no changes to their state-based regulations – this means that those that were affected by the EAB regulations before 2021 do not currently have a regulation that operates similarly in their region. Still other regulations relevant to firewood, such as federal regulations on other forest pests or pre-existing state-based regulations, remain unchanged.

### **Recent Trends in Recreation**

The COVID-19 pandemic greatly amplified an existing rise in popularity among recreationists to go camping. Some National Parks experienced record-breaking visitation following re-opening after park closures ([Kupfer et al. 2021](#)) and “glamping” as well as RVing saw a major upswing as well. Research suggests there was more than a 20% increase in new outdoor recreationists ([Taff et al. 2021](#)). According to a the [2021 KOA North American Camping Report](#), there was an influx of new campers, specifically, in the year 2020, with more than half (55%) of them attributing their reason to concerns over the COVID-19 pandemic. The more recent [2022 KOA North American Camping Report](#) notes that in addition to the circumstances of the pandemic, economic conditions as well as increased ability to work from home has led to a rise in urban and millennial campers. A comparison of the two reports shows while there was a relatively small decrease in the number of new campers in 2021 (9.1 million) compared to 2020 (10.1 million) there was an increase in over 7 million “active camper households” as well as an increase in over 8 million households who said that they camped at least once in the year. This finding is consistent with the 2021 report’s prediction that many of the 2020 first-timers would camp again. The profound rise in camping paired with the federal deregulation of a prominent forest pest, begets a similar magnitude of risk for the spread of forest pests and pathogens via the movement of infested firewood. Access to information regarding firewood regulations and best practices is arguably more important than ever.

*Kupfer, J.A., Zhenlong, L., Ning, H., and Huang, X. 2021. Using mobile device data to track the effects of the COVID-19 pandemic on spatiotemporal patterns of national park visitation. Sustainability, 13(16), 9366.*

*Taff, B.D., Rice, W.L., Lawhon, B., and Newman, P. 2021. Who started, stopped, and continued participating in outdoor recreation during the COVID-19 pandemic in the United States? Results from a national panel study. Land, 10, 1396.*

## Regionally Specific Firewood Messaging

---

### **Certified heat-treated firewood availability is regional**

In areas where certified, heat-treated firewood is typically commercially available (in general, this correlates closely with emerald ash borer or *Lymantria dispar* known infested regions, see relevant maps below), it may be advisable to emphasize the use of *heat-treated* firewood over local firewood. “Local” has many possible interpretations, while heat-treated firewood is a regulated product.

- <https://www.aphis.usda.gov/aphis/maps/plant-health/eab-map> (*EAB interactive map*)
- <https://www.aphis.usda.gov/aphis/maps/plant-health/european-gypsy-moth-quarantine> (*spongy moth interactive map*)

### **Definitions of local firewood vary**

“Local” firewood is not a defined or consistent term. Firewood regulations throughout the country vary; state regulations are most often either defined as a set distance (typically 10, 25, or 50 miles) or as a specified geographical area defined by a county, state, or regulated area. It is imperative that you determine what metrics and/or geographies will mean “local” in your area, and then reflect that in your messaging.

### **Recommendations on when and where to mention gathering firewood**

The likelihood that gathering firewood on-site is legally permissible and environmentally sustainable varies greatly by region and land ownership patterns. Please make the decision to promote responsibly gathering or harvesting firewood based on your knowledge and best judgment for the areas you are targeting.

### **Firewood Scout and finding firewood vendors**

The answer to the questions “how can I figure out where to buy firewood?” varies greatly by region. Some state Departments of Forestry or Agriculture maintain an online directory of approved dealers. Twelve states list their vendors on Firewood Scout, a cooperative firewood vendor locating website (<http://firewoodscout.org/>). Another excellent resource available is <http://stacked.camp/> which is a community-focused project created by avid campers that gives folks access to a user-generated firewood map which shows reliable places to find firewood. Unfortunately, some states and areas have no online information. In this case, we suggest doing a brief search to find the best options available and make your recommendations accordingly.

### **Suggested wording on where firewood comes from**

In the sample wording pages of this document, you will see many messages that follow this rough pattern of wording: “the trees cut for firewood often died due to insects or disease...” This has been extremely popular with the general public on the Don’t Move Firewood social media accounts, as people often envision firewood being cut from dead or declining trees. However, this may not be applicable to commercial or large-scale operations, especially in the Eastern states. If you do not feel like this message will resonate with your audience, feel free to not use it.

### **Canada specific messages and dates**

Partners in Canada will want to refer to the Canadian Council for Invasive Species Firewood Month page to see some of the specific Canadian outreach materials. For instance, their posters show “Buy Local, Burn Local” as the official slogan alongside Don’t Move Firewood. Learn more at <https://canadainvasives.ca/programs/buy-local-burn-local/>.

You may find it helpful to consult national maps and related state-specific resources at these URLs:

- 🔥 <https://www.dontmovefirewood.org/map/>
- 🔥 <https://www.aphis.usda.gov/aphis/resources/pests-diseases/hungry-pests/Pest-Tracker>

## Weekly Themes

---

### **Week 1 (Oct 1 – 8, 2022)**

For the first week of Firewood Month, we focus on general information, disseminating ideas, promoting press releases describing the issues of firewood and the spread of forest pests.

Suggested outreach landing page: <https://www.dontmovefirewood.org/firewood-month/>

**General messages and sample wording:** Messages strive to include a brief summary of the issue of forest pests and the firewood pathway, followed by positive messages of what each person can do to make a difference. Sample wording and concepts follow.

Moving firewood long distances can spread forest pests. Your firewood choices matter. Don't move firewood – instead, buy firewood where you'll burn it, buy certified, heat-treated firewood, or responsibly gather on site when permitted. You can protect the places you love by preventing the spread of forest pests that hide in firewood!

The Don't Move Firewood campaign promotes the following three choices, which each participant in Firewood Month should regionally tailor and select according to factors in their local firewood situation:

- **Buy certified, heat-treated firewood.**
- **Buy it where you burn it / Buy firewood near where you'll burn it.**
- **Responsibly gather firewood on site where permitted.**

### Sample wording of social media posts during the first week:

*(Please tag Twitter posts #FirewoodMonth to allow for campaign tracking and easier sharing. You are welcome to remove the hashtags seen below for other platforms.)*

- 🔥 The trees cut for firewood often died due to insects or disease. Don't spread pests – buy #firewood where you burn it. #FirewoodMonth
- 🔥 Your choices matter- buy local #firewood, certified, heat-treated firewood, or gather on site where permitted. #FirewoodMonth
- 🔥 Want to protect #nature? Don't move firewood. It can spread invasive pests hidden inside. #FirewoodMonth
- 🔥 Forest pests can spread on contaminated #firewood, starting new infestations. Protect trees – don't move firewood. #FirewoodMonth
- 🔥 Transporting #firewood can spread pests. Buy local or certified heat-treated firewood, or responsibly gather it on site! #FirewoodMonth
- 🔥 Help stop the spread of #invasive pests. Use certified, heat-treated or locally harvested firewood. #FirewoodMonth
- 🔥 Join us in spreading the word on #FirewoodMonth – your #firewood choices matter! Learn more: (link of your choosing)

*(a variety of images to complement these text examples can be found at the end of this document as well as on the Firewood month social media library page: [https://www.dontmovefirewood.org/resource-library/?\\_sft\\_item\\_type=firewood-month](https://www.dontmovefirewood.org/resource-library/?_sft_item_type=firewood-month))*

## **Week 2 (Oct 9 – 15, 2022)**

Focus on general information, or target fall recreationalists - especially the demographics of hunters, anglers, and RV owners. In 2022, this week overlaps with [Fire Prevention Week](#) (Oct. 9 – 15), so cross-promoting with general fire safety tips may be desirable.

Suggested outreach landing page: <https://www.dontmovefirewood.org/firewoodmonthrecreation/>

**General messages and sample wording:** Messages will target outdoor recreationalists that are most likely to move significant amounts of firewood in the fall. This demographic includes all campers, but especially hunters, anglers, and recreational vehicle (RV) owners. Fall recreationalists are a particularly important group of people for the firewood pathway, as they often combine several demographic profiles that are most prone to moving firewood (long term campers, owners of large vehicles, owners of property with trees). All messages should include positive actions of what each person can do to make a difference. Sample wording and concepts follow.

Hunters, anglers, RV owners, and everyone who enjoys fall camping can protect the campsites and wildlife habitat they enjoy by preventing the spread of forest pests on firewood. Don't move firewood – instead, plan to gather firewood on-site when permitted, or purchase firewood near your camping destination. Don't fill your vehicle with firewood to burn at an upcoming destination – this could spread forest pests and may also violate state or local laws—depending on the area. You have the power to slow the spread of forest pests!

Please note that for long stay campers (such as big game hunters, RV-ers, etc.) the solution to buy firewood may seem impractical or too expensive, so mentioning gathering firewood is particularly important for this group. For this reason, we suggest presenting the “gather” option FIRST when messaging directly to this demographic:

- **Gather firewood on site where permitted.**
- **Buy it where you burn it / Buy firewood near where you'll burn it.**
- **Buy certified, heat-treated firewood.**

### Sample wording of social media posts during this week:

*(Please tag Twitter posts #FirewoodMonth to allow for campaign tracking and easier sharing. You are welcome to remove the hashtags seen below for other platforms.)*

- 🔥 Going #camping? Your #firewood choices matter- buy local wood or gather on site where permitted.
- 🔥 #Trees cut for firewood often died due to insects or disease. Protect your favorite places – don't bring #firewood from home to your campsite.
- 🔥 Want to protect #wildlife? Don't move #firewood. It can spread invasive pests hidden inside.
- 🔥 Just because #firewood looks clean doesn't mean it's safe to transport. Protect forests from #invasive pests; buy it where you burn it or gather firewood on site where permitted. #FirewoodMonth
- 🔥 Join us in spreading the word on #FirewoodMonth – tell fellow campers that their #firewoodchoices matter!
- 🔥 Taking that #RV for a big trip? Prevent the movement of #forestpests- inspect the outside of your RV, and don't move #firewood to new places. Use local firewood. #FirewoodMonth (suggestion: use with RV and *Lymantria dispar* imagery, found in the image bank)

*(a variety of images to complement these text examples can be found at the end of this document as well as on the Firewood month social media library page: [https://www.dontmovefirewood.org/resource-library/?sft\\_item\\_type=firewood-month](https://www.dontmovefirewood.org/resource-library/?sft_item_type=firewood-month))*

### **Week 3 (Oct 16 – 22, 2022)**

Focus on general information, or on firewood's important role as a forest product during [National Forest Products Week](#) in the USA.

Suggested outreach landing page: <https://www.dontmovefirewood.org/firewood-month/>

**General messages and sample wording:** National Forest Products Week\* begins the third Sunday in October each year when various forest product industry groups (primarily lumber and paper) promote their own messages. For reference see the [2020 Proclamation](#) or [2021 Proclamation](#) (the wording is different between years, and reading both is helpful). Our messages this week will work off the themes of forest health, forest products, and the importance of buying or harvesting firewood responsibly. All messages should include positive actions that each person can take to make a difference. Sample wording and concepts follow.

**Firewood is the original forest product – and a renewable resource. Your firewood choices matter. Harvest firewood responsibly or buy firewood locally from forest products businesses. Trees cut for firewood have often died due to insects or disease; to protect forests, avoid transporting cut wood across state or quarantine boundaries. By taking these steps, you have the power to protect our Nation's forests and trees!**

The Don't Move Firewood campaign typically promotes three choices for firewood. In the case of National Forest Products Week, the last option is modified (Harvest vs Gather) to fit the intended audience and tone more closely.

- **Buy certified, heat-treated firewood.**
- **Buy it where you burn it / Buy firewood near where you'll burn it.**
- **Harvest firewood in compliance with local regulations.**

#### Sample wording of social media posts during this week:

*(Please tag Twitter posts #FirewoodMonth to allow for campaign tracking and easier sharing. You are welcome to remove the hashtags seen below for other platforms.)*

- 🔥 **When you think about sustainable #forestproducts, think local #firewood! Buy it where you'll burn it. #FirewoodMonth**
- 🔥 **#Firewood is an important #forest product for many rural communities. Buy local or harvest with a permit. #FirewoodMonth**
- 🔥 **Support the #forestproducts industry and prevent the spread of invasive species, all at once! Buy certified, heat-treated #firewood. #FirewoodMonth**
- 🔥 **Celebrate National #ForestProducts Week by learning about the importance of responsible #firewood choices. (insert educational link of choice) #FirewoodMonth**
- 🔥 **Spread the word on #FirewoodMonth and #ForestProducts Week– tell your colleagues that their #firewood choices matter!**

*(a variety of images to complement these text examples can be found at the end of this document as well as on the Firewood month social media library page: [https://www.dontmovefirewood.org/resource-library/?\\_sft\\_item\\_type=firewood-month](https://www.dontmovefirewood.org/resource-library/?_sft_item_type=firewood-month))*

*\*Forest Products Week in the USA is in October, note that in Canada it is in September.*



#### **Week 4 (Oct 23 – 31, 2022)**

Focus on general information, or messages targeted to people that buy or gather firewood to heat their homes or cabins.

Suggested outreach landing page: <https://www.dontmovefirewood.org/firewoodmonthheating/>

**General messages and sample wording:** Messages this week will focus on the topics of home heating, wood stoves, cordwood, and buying from established wood sellers to reduce the accidental or intentional/unethical selling of cords from across a regulated boundary. All messages should include positive actions of what each person can do to make a difference. Sample wording and concepts follow.

Everyone who heats their home or cabin with a woodstove can help slow the spread of invasive tree-killing pests by burning responsibly harvested firewood. If buying cords of wood, ask your firewood seller if they are following the local or regional restrictions. In many places, quarantines and movement rules are in place to reduce the movement of tree-killing pests in firewood. Your firewood choices matter- buy local firewood, or responsibly harvest your own firewood in accordance with local rules.

Woodstove users typically buy and use firewood in cords, making the message to buy packaged certified, heat-treated firewood unrealistic from both an economic and logistics perspective. Instead, we suggest using the following two messages for this audience during this week.

- **Buy firewood locally (ideally within the same county and/or within ten miles of where you intend to burn it).**
- **Harvest your own firewood responsibly- know the local regulations; don't move it out of a firewood quarantine area.**

Sample wording of social media posts during this week:

*(Please tag Twitter posts #FirewoodMonth to allow for campaign tracking and easier sharing. You are welcome to remove the hashtags seen below for other platforms.)*

- 🔥 Buying #firewood in cords? Purchase responsibly –find a local supplier and look up any restrictions due to #forestpests. #FirewoodMonth
- 🔥 #Firewood can be infested with tree-killing insects. Buy or harvest locally to reduce the risk of spreading invasive species. #FirewoodMonth
- 🔥 DYK wet #firewood wastes energy and creates more pollution? Buy your firewood locally and keep it dry for best results! #FirewoodMonth – consider including a link to: <https://www.epa.gov/burnwise/best-wood-burning-practices>
- 🔥 Heat your home with #firewood? Buy local firewood, or harvest your own responsibly. Learn how this protects trees at [dontmovefirewood.org](https://www.dontmovefirewood.org). #FirewoodMonth
- 🔥 Spread the word on #FirewoodMonth + protect your trees - tell your neighbors their #firewood choices matter!

*(a variety of images to complement these text examples can be found at the end of this document as well as on the Firewood month social media library page: [https://www.dontmovefirewood.org/resource-library/?\\_sft\\_item\\_type=firewood-month](https://www.dontmovefirewood.org/resource-library/?_sft_item_type=firewood-month))*

## Sample Image Bank

---

SCROLL THROUGH PAGES TO SEE ALL OPTIONS

Images can also be found on the new Firewood month social media library page:

[https://www.dontmovefirewood.org/resource-library/?sft\\_item\\_type=firewood-month](https://www.dontmovefirewood.org/resource-library/?sft_item_type=firewood-month)

Following the Don't Move Firewood social media images, the various Hungry Pests **social media quality** images are also listed below. Please visit the website for alternative ideas, images in higher resolution, and other items:

<https://www.aphis.usda.gov/aphis/resources/pests-diseases/hungry-pests/usda-efforts/partner-tools>







# FIREWOOD ALERT!

**BUY IT WHERE  
YOU BURN IT.**

**DONTMOVE  
FIREWOOD.org**



**DONTMOVE  
FIREWOOD.org**









